

- Open Systems Architecture
- Understanding and Using Data Rights
- Better Buying Power

*North AL Chapter, FBA
SYMPOSIUM ON
GOVERNMENT ACQUISITION
Recent Developments
In Government
Contracting*

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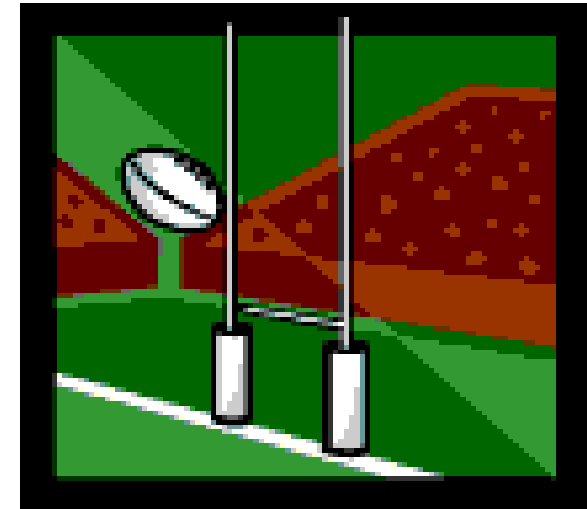
DOD OPEN SYSTEMS ARCHITECTURE AND DATA RIGHTS TEAM

Crafting a Market Place

Maturing the Defense Contracting Environment

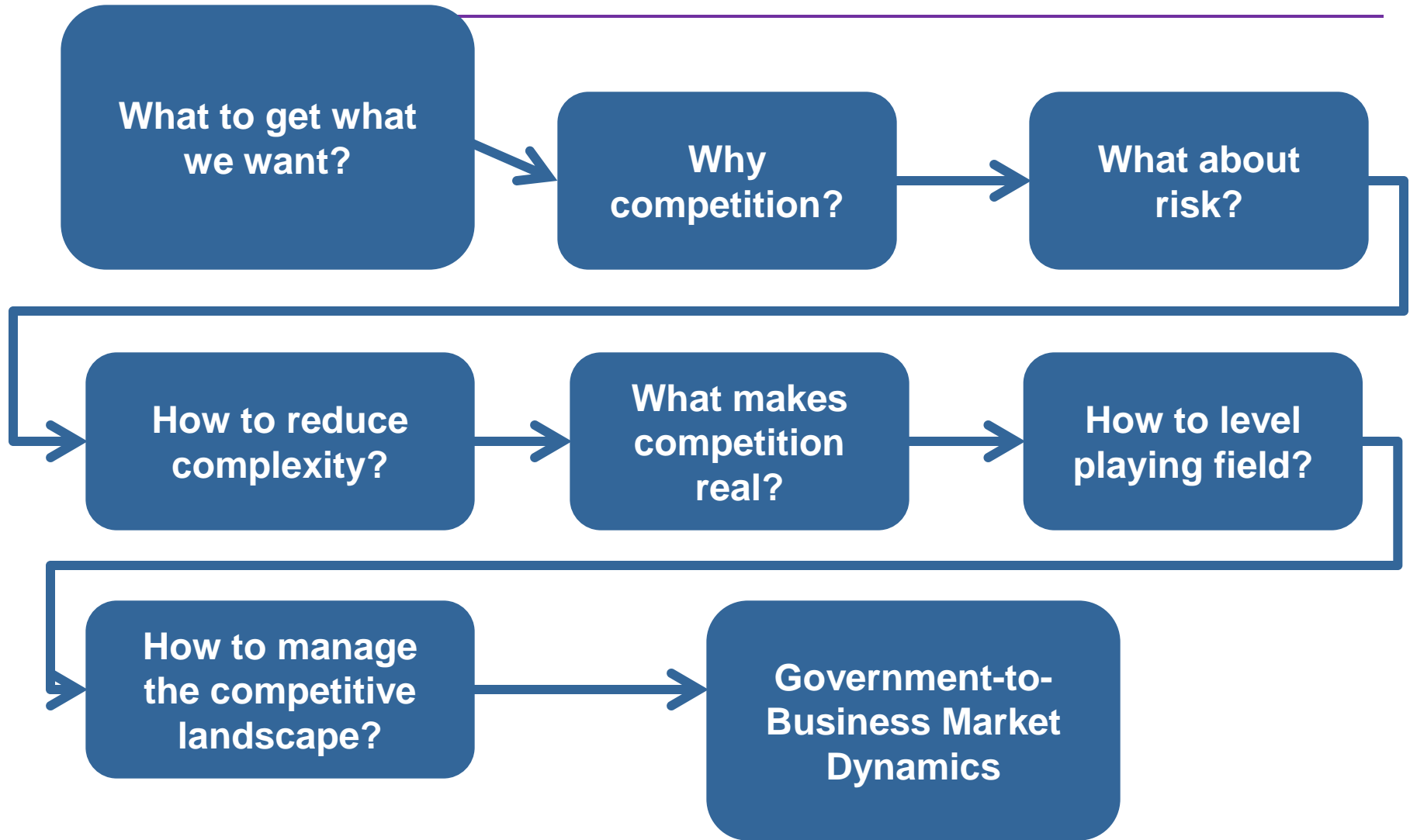
Defining Our Future

- Risk-prudent competition
- Interoperability
- Acquire Payloads separate from Platforms
- Level playing field with wider access to innovation

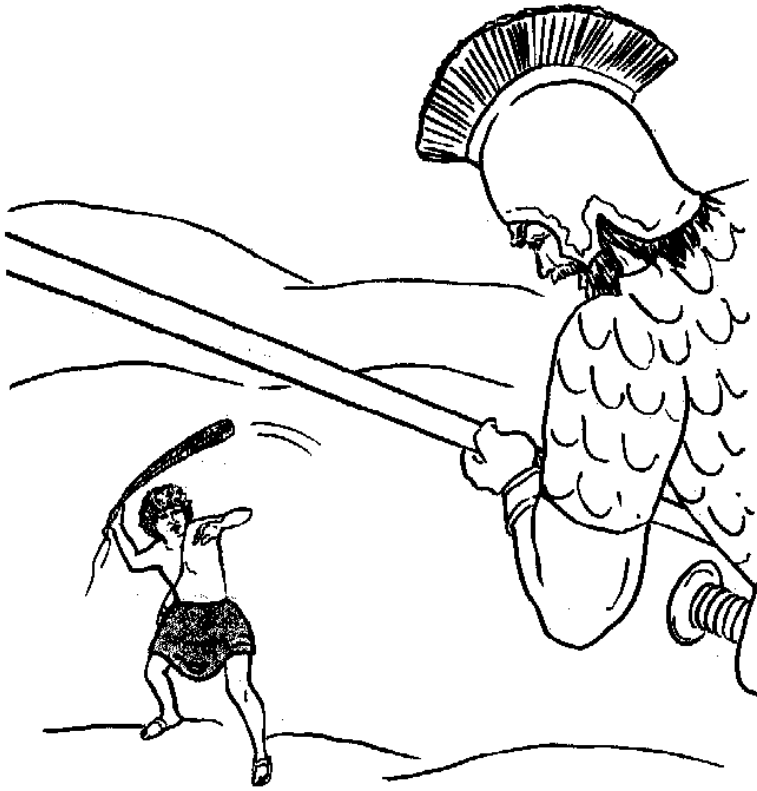


How do we establish real acquisition choice?

The Need for a New Market Dynamic



Market Entrance Barriers



Level Playing Fields



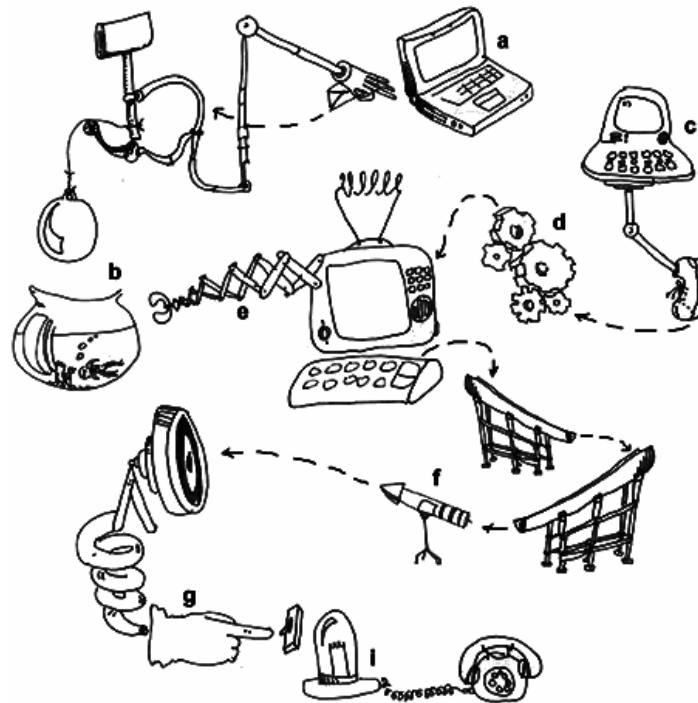
Obscure Landscape



Transparency = Opportunity



Technology-centric architecture



Business-centric architectures



Many Different Voices



Consistent Contract Language



We Need Innovation and Lower Price

- Leadership Wants

- Enduring solutions
- Lower-cost methods for delivering capability
- Access to innovation

“Better Buying Power ...it's really about a set of activities designed to control cost and designed to get better business deals, to have more competition, to start affordable programs. “

Center for Strategic and International Studies speech

Feb 2012

Hon. Frank Kendall

- Industry Has the Ability – Naval OA Report to Congress

- SEWIP
- UCS
- FACE
- A-RCI/SWFTS



Industry is ready. The environment is set.

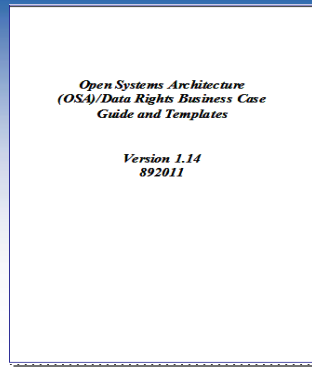
An Integrated Business and Technical Strategy

- OSA = Technical Architecture
 - Open standards, published key interfaces, full design disclosure
 - Modular, loosely coupled but highly cohesive
- OSA = Open Business Model
 - Transparency and leveraging of innovation across the Enterprise
 - Sharing risk, asset reuse and reduced total ownership costs
- Data Rights = License Rights for Technical Data and Computer Software
- Vendor Lock = Can't bring in new players or exercise acquisition choices

- **A Successful Open System Architecture can be;**
 - Added to - Replaced - Supported
 - Modified - Removed. . . by different vendors throughout the life cycle

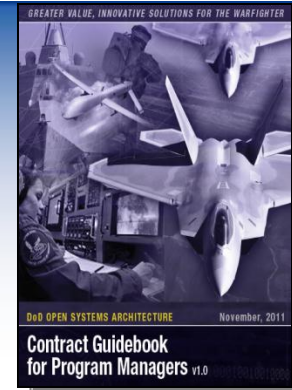
Coordinated Suite of Products

DoD BCA Guide & Templates



1

DoD OSA Contract Guidebook



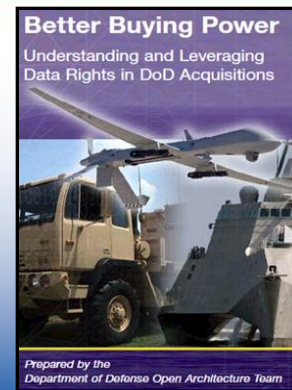
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Training



3

Strategic use of IP Rights

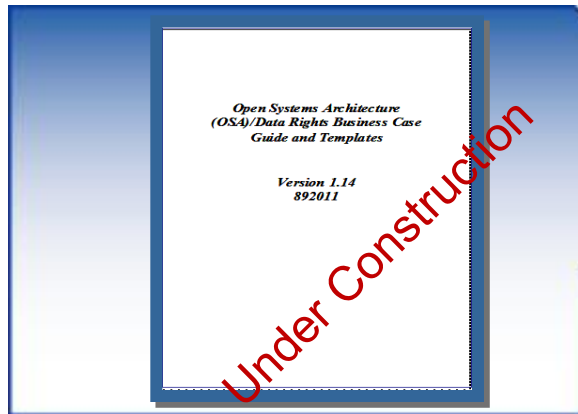


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Coordinated Suite of Products

DoD BCA Guide & Templates



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DoD OSA Contract Guidebook



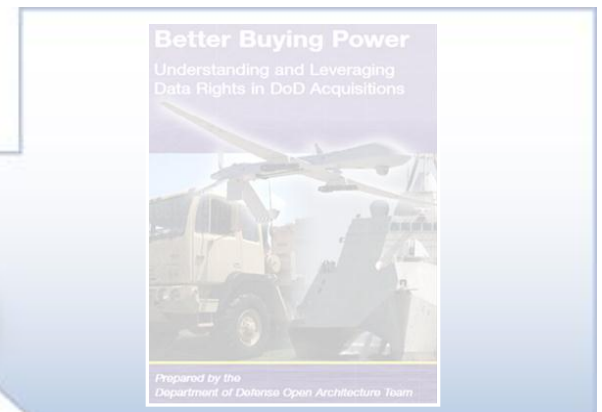
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DoD Open Marketplace



3

Strategic use of IP Rights



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Better Buying Power

Promoting Real and Sustained Competition for the Life Cycle



OFFICE

MEMORANDUM FOR
SUBJECT: Better Buying
Defense Spending

On June 28, I wrote
and warfighter by impro
supporting our forces at
highest priority for the
continuing responsibility
ahead, but we will not h
achieve what economists
MORE. This memoran

Secretary Gates
Initiative, of which this
\$400 billion of the \$700 billion defense budget that is spent annually on contracts for goods
(weapons, electronics, fuel, facilities etc., amounting to about \$200 billion) and services (IT
services, knowledge-based services, facilities upkeep, weapons system maintenance,
transportation, etc., amounting to about another \$200 billion). We estimate that the efficiencies
targeted by this Guidance can make a significant contribution to achieving the \$100 billion
redirection of defense budget dollars from unproductive to more productive purposes that is
sought by Secretary Gates and Deputy Secretary Lynn over the next five years.

Since June, the senior leadership of the acquisition community – the Component
Acquisition Executives (CAEs), senior logisticians and systems command leaders, OSD
officials, and program executive officers (PEOs) and program managers (PMs) – has been
meeting regularly with me to inform and craft this Guidance. We have analyzed data on the
Department's practices, expenditures, and outcomes and examined various options for changing
our practices. We have sought to base the specific actions I am directing today on the best data
the Department has available to it. In some cases, however, this data is very limited. In these
cases, the Guidance makes provision for future adjustments as experience and data accumulate
so that unintended consequences can be detected and mitigated. We have conducted some
preliminary estimates of the dollar savings anticipated from each action based on reasonable and
gradual, but steady and determined, progress against a clear goal and confirmed that they can
indeed be substantial.

Changing our business practices will require the continued close involvement of others.
We have sought out the best ideas and initiatives from industry, many of which have been
adopted in this Guidance. We have also sought the input of outside experts with decades of
experience in defense acquisition.

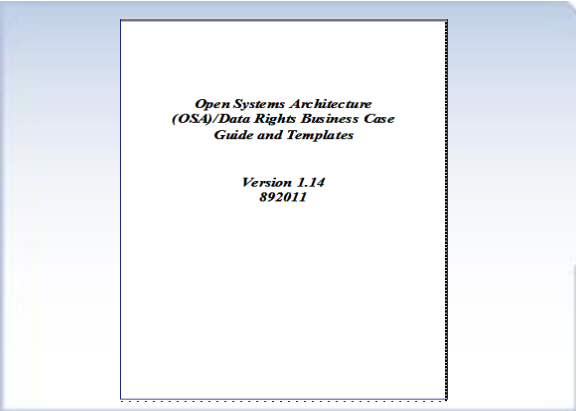
Require open systems architectures
Set rules for acquisition of technical data rights.
Business case analysis & engineering trade analysis for:
open systems architectures and data rights



<https://acc.dau.mil/bbpgovonly>

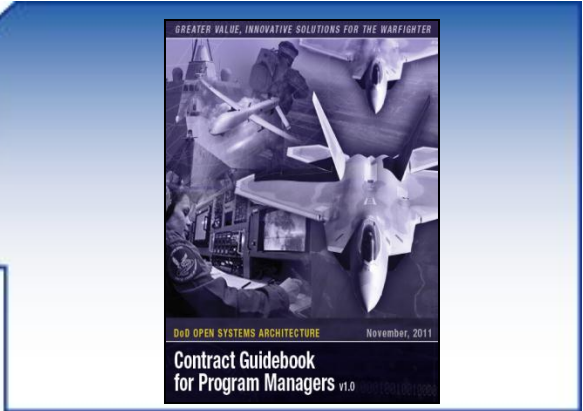
Coordinated Suite of Products

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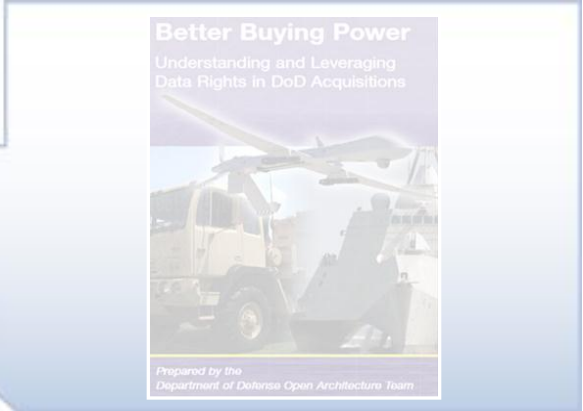
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DoD Open Marketplace



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Strategic use of IP Rights

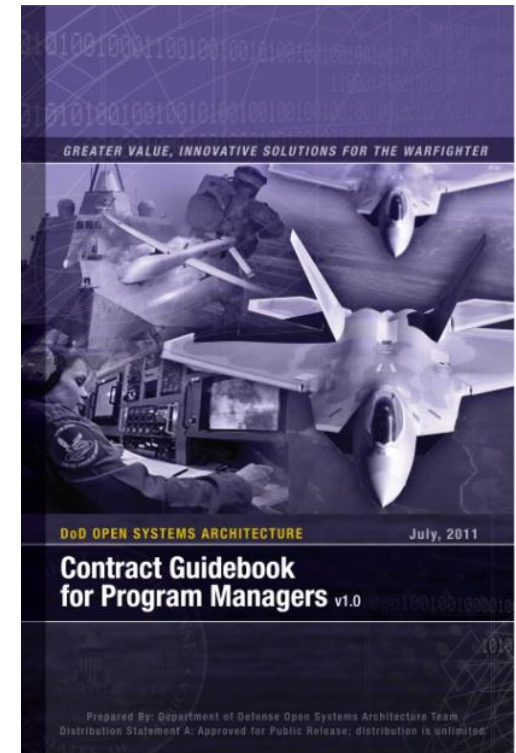


4



The *DoD OSA Contract Guidebook for PMs* can help you

- Leverage a consistent message to Industry
- Reduce our risk in contracting:
 - Statement of Work
 - Deliverables
 - Instructions to Offerors and Grading Criteria
- Checklists to ensure we get OSA products
- Leverage Data Rights for the life cycle
- Capture OSA Best Practices for the program
 - Early-and-often Design Disclosure
 - Breaking Vendor Lock
 - Peer Reviews for technology evaluation
 - Minimize duplication / maximize Enterprise value



<https://acc.dau.mil/osaguidebook>

DoD OSA Contract Guidebook V 1.0

Differences from V 0.1 (December 2011)

1. Improved guidance on data rights licensing strategy and business modeling
2. Rewrote the Open Source Software Guidance
3. Rewrote the Introduction
4. Updated and revised material on Data Rights
5. Resolved inconsistencies across the chapters and appendices
6. Participation by all services, OSD OGC and DAU by subject matter experts from different disciplines

Coordinated Suite of Products

DoD BCA Guide & Templates

*Open Systems Architecture
(OSA)/Data Rights Business Case
Guide and Templates*

*Version 1.14
892011*

1

2



DoD OSA Contract Guidebook



Training



3

4

Strategic use of IP Rights



Training Materials Available – and More on the Way

1. Begin the Transformation

- DoD Open Systems Architecture, CLE012
- Basic knowledge on OSA



2. Level the Competitive Playing Field

- Intellectual Property and Data Rights, CLE068
 - How to use Government rights to data



3. Move from “I believe” to “I know how”

- Software Reuse, CLE041
- OSA Targeted Training - DAU
- Contract Guidebook 3-day (Under Development)



4. Be a Part of the Transformation:

- DoD OSA Web Site
<https://acc.dau.mil/osa>
- Forge.mil/community
- Business Innovation Initiative



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*Open Systems Architecture
(OSA)/Data Rights Business Case
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*Version 1.14
892011*

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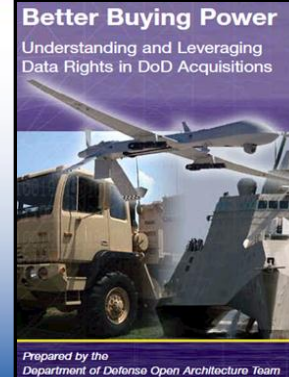
DoD Open Marketplace



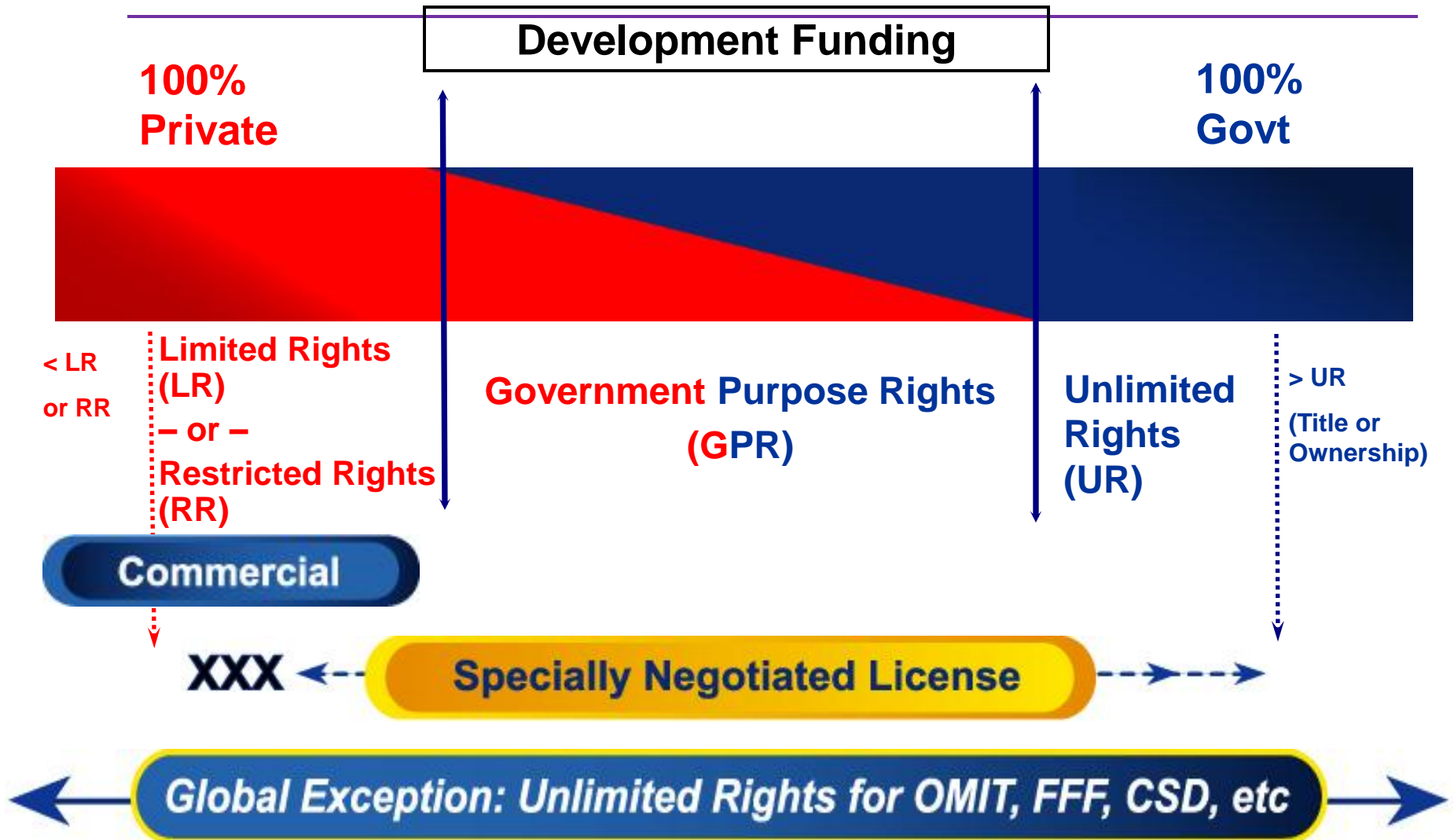
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Strategic use of IP Rights



Data for Competition Does Not Have to Cost More Money



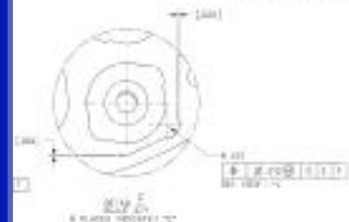
What does your map look like?



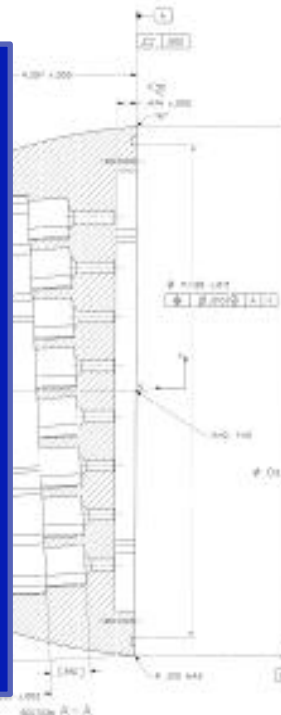
Whose IP?

Unlimited?
GPR?
Restricted?
Proprietary?

With whom can it
be shared?



DEPTH (ft)	RESISTIVITY (ohm-ft)
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1.5	1000
2.0	1000
2.5	1000
3.0	1000
3.5	1000
4.0	1000
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Approaches to Breaking Vendor Lock



Case Study: ONR SEWIP Program

- Multi-Function Electronic Warfare (MFEW) was prototype by Office of Naval Research (ONR)
- ONR asserted Government Purpose Rights (GPR) on most of the hardware and software
- Surface Electronic Warfare Improvement Program (SEWIP)
 - Productionized MFEW
 - Provided MFEW GPR data as GFI with the RFP
- SEWIP RFP - rights were evaluated (Contract Guidebook)
- The RFP required priced option for data and data rights and included evaluation criteria on that option in the RFP
- This resulted in all offerors addressing data rights
- Some IRAD offered as GPR
- The Government got a better price and better performance



Message to Industry

- The DoD is moving out on OSA, asserting our Data Rights and pursuing competition to get a better deal

More opportunities to win work by competing

- Platform,
- System,
- Component



We will use competition more aggressively
Breaking Vendor Lock and getting a better deal is our responsibility

Leadership Challenge

Can a qualified third party – Big or Small . . .

- Add,
- Modify,
- Replace,
- Remove, or
- Provide support

. . . based on open standards and published interfaces.

Backup